

IN THE CLAIMS:

Please amend the claims as follows:

1. (Currently Amended) A method for storing Internet advertisements at a user computer, comprising the acts of:

receiving Internet advertisements at the user computer automatically without the user requesting them;

executing software code to automatically identify and save the advertisements at the user computer;

~~allowing a user to access the saved advertisements in an advertising history window displaying Internet content composed of the advertisements;~~

~~allowing a user to filtering~~ previously displayed ones of the saved advertisements, so that only advertisements corresponding to one or more user selected attributes are eligible for display in an advertising history window displaying Internet content composed of the advertisements;

recalling a user-selected saved advertisement from the saved advertisements, the recalled user-selected saved advertisement having at least one link to a website; and

accessing the website from the recalled user-selected saved advertisement when the link is toggled.

2. (Previously Presented) The method of Claim 1, wherein the advertisement includes a tag that is a Hypertext Markup Language (HTML) tag.

3. (Original) The method of Claim 1, further comprising the act of:
displaying a button; and
in response to the button being toggled, displaying the saved advertisement.

4. (Currently Amended) The method of Claim 3, wherein plural advertisements are saved and the method further comprises:

~~allowing the user scrolling~~ through the saved advertisements based on user input.

5. (Canceled).

6. (Previously Presented) The method of Claim I, further comprising the acts of:
displaying a previous button in the advertising window;
displaying a next button in the advertising window; and
accessing saved advertisements when the previous button and next button are toggled.

7-12. (Canceled).

13. (Currently Amended) A system for saving at least one Internet advertisement at a user computer, comprising:

~~at least one Web server;~~

~~at least one database connected to the server, the database storing plural Internet advertisements;~~

at least one user computer, wherein the at least one user computer is connected to the a Web server via an Internet connection, the server transmitting the Internet advertisements to wherein the user computer receives Internet advertisements from the Web server while the user is engaged in activity other than requesting the advertisements, the user computer including a program which, when executed, performs an operation for saving Internet advertisements, the program wherein the operation comprises:

displaying a plurality of the saved advertisements simultaneously in an advertisement window such that a user may select one or more of the saved advertisements from the window;

~~logic means for enabling a user to selecting, based on user input, one or more of the saved advertisements for display thereof, the selected saved advertisement having at least one link to a website;~~

~~logic means for~~ accessing the website from the selected saved advertisement when the link is toggled;
~~logic means for~~ displaying a previous button;
~~logic means for~~ displaying a next button; and
~~logic means for~~ accessing the saved advertisements when the previous button and next button are toggled.

14. (Currently Amended) A ~~computer program device~~ non-transitory computer readable medium containing a program which, when executed, performs an operation comprising:

~~a computer readable means having logic means comprising~~ for storing at least one Internet advertisement, wherein the operation comprises:

~~logic means for~~ receiving plural Internet advertisements at a user computer, the advertisements being sent to the user computer automatically in response to a user request for information other than the advertisements;

~~logic means for~~ saving the received advertisements at the user computer;
~~means for allowing a user to select the saved advertisements in an advertisement history window displaying Internet content composed only of advertisements;~~

~~means for enabling a user to recalling~~ at least one user-selected advertisement from the saved advertisements, for display in an advertisement history window displaying Internet content composed only of advertisements; and

~~means for~~ accessing a website from at least one of the saved advertisements when the respective advertisement is toggled.

15. (Currently Amended) The ~~computer program device~~ non-transitory computer readable medium of Claim 14, wherein an advertisement includes a Hypertext Markup Language (HTML) tag and wherein ~~the logic means for saving the received advertisements is configured to execute software code to automatically identify and save the received advertisements~~ are identified and saved automatically.

16. (Currently Amended) The ~~computer-program device~~ non-transitory computer readable medium of Claim 14, wherein the ~~computer-readable means~~ operation further comprises:

~~logic means for~~ displaying a button; and

~~logic means for~~ displaying at least one of the saved advertisements in response to the button being toggled.

17. (Currently Amended) The ~~computer-program device~~ non-transitory computer readable medium of Claim 16, wherein the ~~computer-readable means~~ operation further comprises:

~~logic means for allowing the user scrolling~~ through the saved advertisements based on user input.

18. (Currently Amended) The ~~computer-program device~~ non-transitory computer readable medium of Claim 14, wherein at least one of the saved advertisements includes at least one link to a website and a tag; and wherein saving the at least one advertisement at the user computer at least is done at least partially based on the tag.

19. (Currently Amended) The ~~computer-program device~~ non-transitory computer readable medium of Claim 14, wherein the ~~computer-readable means~~ operation further comprises:

~~logic means for~~ displaying a previous button;

~~logic means for~~ displaying a next button; and

~~logic means for~~ accessing the saved advertisements when the previous button and next button are toggled.

20-22. (Canceled).